



Bleach in Cameroon

March 2024

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Bleach in Cameroon - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small and affordable brands pose a share threat to leading La Croix

Bleach remains a key component in laundry handwashing in Cameroon

Bleach sold through formal channels continues to face competition from informal counterparts

PROSPECTS AND OPPORTUNITIES

Versatility and affordability of bleach set to support ongoing demand

Growing demand for bleach as a cost-effective surface disinfectant

Informal sales will continue to pose competition to bleach sold through formal channels

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DISCLAIMER

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